

PTO/SB/08A (08-03)

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			Application Number	09/849168	
			Filing Date	05/04/01	
			First Named Inventor	PHIL DELURGIO	
			Group Art Unit	3623	
			Examiner Name	ROBINSON, BOYCE, AKIBA	
Sheet	1	of	2	Attorney Docket Number	DT.0101

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. <sup>1</sup>	Document Number Number-Kind Code <sup>2</sup> (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
SMU		6697824	02-24-2004	Michael K. Bowman-Amuah	
↓		6202070	03-13-2001	Nguyen et al.	
		5694551	12-02-1997	Doyle et al.	

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document		Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Country Code <sup>3</sup> - Number <sup>4</sup> - Kind Code <sup>5</sup> (if known)				

Examiner Signature	<i>S. D. 73</i>	Date Considered	10/7/05
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Sheet	2	of	2	Attorney Docket Number	DT.0101

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
SM	AA	"PCT International Search Report," Application Number PCT/US02/14977, mailed May 5, 2003.	
	AB	Dan Scheraga, "You do the Math," Chain Store Age, Vol. 76, No. 7, July 2000.	
	AC	"Gymboree Enhances Price Management," Retail Systems Alert, Vol. 13, No. 6, June 2000.	
	AD	Binkley et al., "Grocery Market Pricing and the New Competitive Environment," Journal of Retailing, Vol. 74, No. 2, Summer 1998.	
	AE	"Report of Novelty Search," DTD 02-09-01, Patentec, Reference Number 7220, 02/09/2001	
✓	AF	John D. C. Little, "BRANDAID: A Marketing-Mix Model, Part 1: Structure" Operations Research, Vol. 23, No. 4, July - August 1975, pp. 628-655	

Examiner Signature	<i>S. B. G. 1973</i>	Date Considered	10/7/05
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